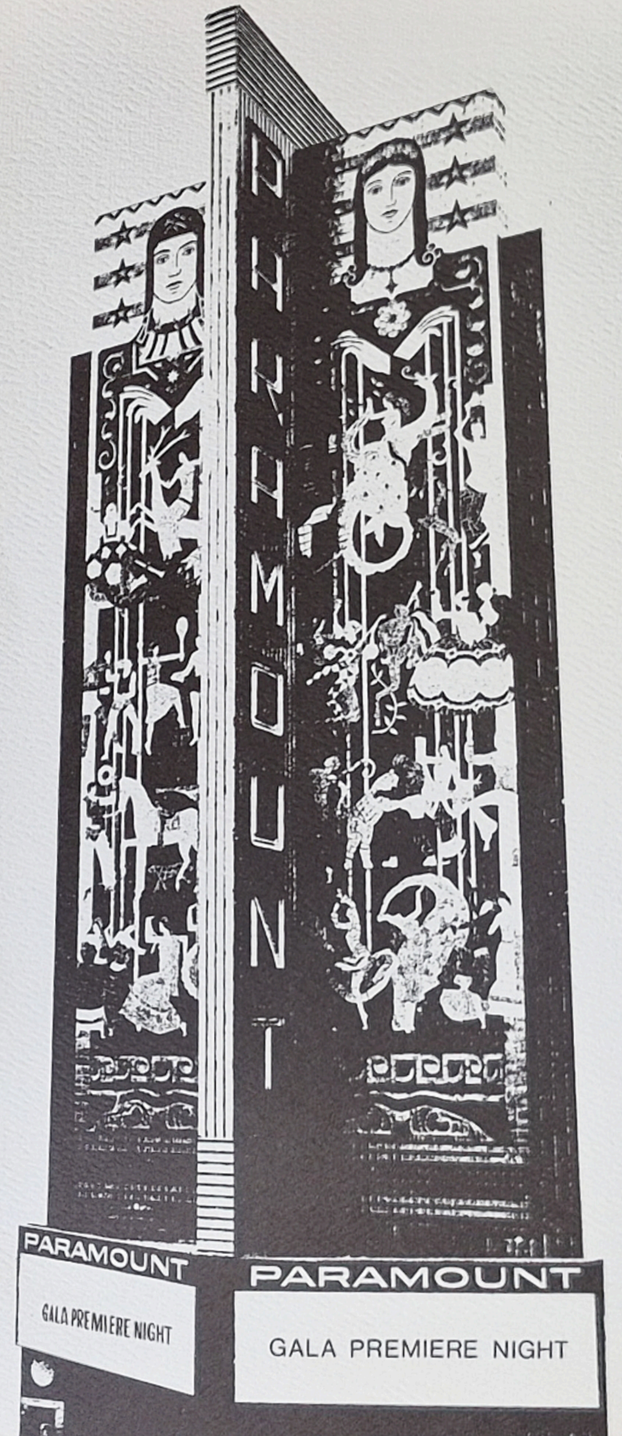
THE PARAMOUNT PLAYS AGAIN



welcome

...to the Premiere Benefit for the Paramount Theatre of the Arts.

Your awareness of a need for a theatre of the arts, and your support — as witnessed by your presence here — has made this evening possible.

With your help, the Paramount has become the first great "Movie Palace" in the United States to be restored to its historical value while simultaneously being renovated as an all-arts theatre.

Its facilities and the fidelity of its restoration make it unsurpassed — not just for the music, song, dance and laughter of tonight — but as a showcase for all the arts.

The Paramount will serve as "The" theatre for premiere performances by the first rank of talent from the entire world.

There will be many, many memorable evenings to come. For these ... our thanks to YOU.

PARAMOUNT THEATRE OF THE ARTS

The Paramount's Broadway Entrance & Marquee (left) has been dedicated to Donald J. & Ruth J. Will as "The Grand Entrance," commemorating the theatre-going public and the artists themselves who experience a new dimension of the arts by entering this incomparable Theatre.

landmark

Conceived for both motion pictures and stage presentations, the Oakland Paramount was designed by San Francisco-born Timothy L. Pflueger (1892-1946) whose mastery of theatre architecture is but one facet of an international reputation.

Built at the height of Pflueger's career, the Paramount reflects the style with which he is most identified: that known today as Moderne or Art Deco. First brought before the world at the Paris Exposition of 1925 ("L'Exposition des Arts Decoratifs et Industriels Modernes"), Moderne represented a dramatic break from tradition, and offered a degree of freedom never previously available.

Highly acclaimed at the time of its construction, the Paramount is recognized today as one of the finest Moderne designs in the world. Documented in 1972 by the Historic American Buildings Survey, the theatre was entered into the National Register of Historic Places on August 14, 1973, because of its exceptional importance and historical value.

The National Register, compiled by the U.S. Department of the Interior, is recognized as a protective inventory of irreplaceable resources which are tangible reminders of the history of the United States. Others listed include Carnegie Hall, Library of Congress, Statue of Liberty, Washington Monument and Ford's Theatre.

Restored to its original appearance, the Paramount stands today as an irreplaceable souvenir of the past and a priceless legacy to the future.

history

Publix Theatres, the exhibition wing of Adolph Zukor's Paramount Pictures' empire, broke ground for the Oakland Paramount Theatre on December 11, 1930. Sold by Publix during construction, the theatre was opened on December 16, 1931, by Fox-West Coast Theatres, known later as National General Theatres, Inc. The Fox circuit ran the Paramount until its closing on September 15, 1970.

During that year and the next, a series of studies were undertaken to find a suitable home for The Arts in Oakland. However, construction of a "Performing Arts Hall" or "Arts-Convention Complex" did not appear practicable. Therefore, engineering studies were made of the shuttered Paramount.

Deemed ideal, the Paramount was approved for purchase by the Oakland Symphony Orchestra Association at a special meeting of the Association's Board of Directors on June 2, 1972. The purchase from National General Theatres, Inc. was consummated on October 19 and restoration commenced on December 27. The Theatre reopens its doors tonight, September 22, 1973, as the "Paramount Theatre of the Arts".

premiere benefit committee

The Paramount is especially grateful to this energetic group who coordinated the dynamic promotion and ticket sales effort for this historic Premiere Benefit.

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John Bauer, Special Consultant
Hon. Don Mulford, Celebrities
Mrs. Jane MacNeur, Post-show Reception
Anita Hill and Paul Rickey, Theatre Arts Administration Internes

OPENING NIGHT DONORS

These individuals and companies generously provided their talents, services or products in the interest of making the Paramount's gala opening a resounding success.

Piano stylist Peter C. Mintun courtesy of L'Etoile Restaurant
Rodgers organ courtesy of Rodgers Organ Company
Vintage car courtesy of Owen Owens and The Garage
Flowers by Mary Lee—J. Miller Flowers: John Miller, Ron Morgan

SPECIAL SALUTE TO:

Oakland Tribune for extensive material and manpower contributed toward Premiere night and the continuing $4 Million campaign.

Vilas Advertising Co., Orinda for its advertising campaign concept and supervision.

Tom McHugh of O'Hara Trophies for design and donation of all commemorative plaques.

Broadcast Industry, radio and television, for support in public service time.

The Print Media for its interest and coverage.

DONORS IN THE TRADE

The Paramount salutes the following for their most gracious contributions in talent, materials, time and space in support of the Paramount restoration and the Premiere Benefit.

Abbey Rents
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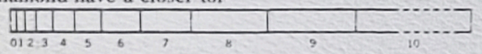
By Ledru A. Frank

DIAMOND GRADING

In order to seek uniformity of both terminology and standards, the American Gem Society recently published its own manual on "Diamond Grading Standards." Under this system, the quality factors of Cutting, Color and Clarity of a diamond are graded on a 0 to 10 basis. A Diamond which is cut to ideal proportions, is colorless and flawless, would be graded as "0/0/0". The poorest quality diamond would grade at "10/10/10". Tolerances are much narrower in the better grades, but broader in the poorer grades. A diamond which might grade for Cutting, or Color, of Clarity at "5" therefore, is much closer to the ideal "0" than it is to the grade of "10" (See diagram).

Note that fine grades of a diamond have a closer tolerance towards the grade of "0". The poorer grades show a broader tolerance towards the grade of "10". Few diamonds on the market today will actually measure up to the ideal of 0/0/0. However, a diamond can vary two or three grades from the ideal in any of the quality factors-Cutting, Color, or Clarity, or in any combination-and still be a very fine and desirable gem.

Only members of the American Gem Society trained in this advanced system of diamond grading and users of the "Diamond Grading manual can offer Diamonds graded with this system.



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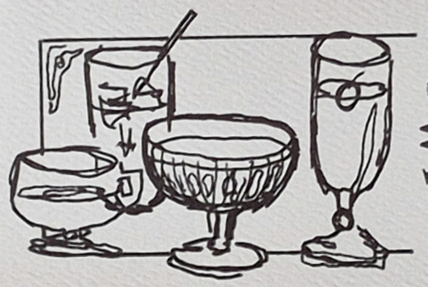

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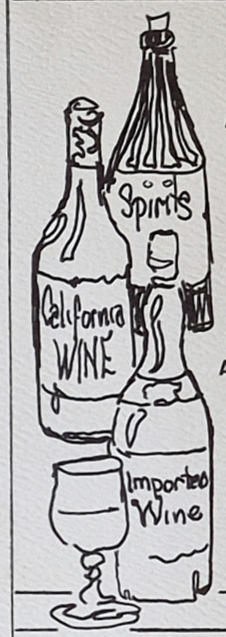

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Dedication written by
Richard Arnold

Talent Consultants
Bernard Sandler
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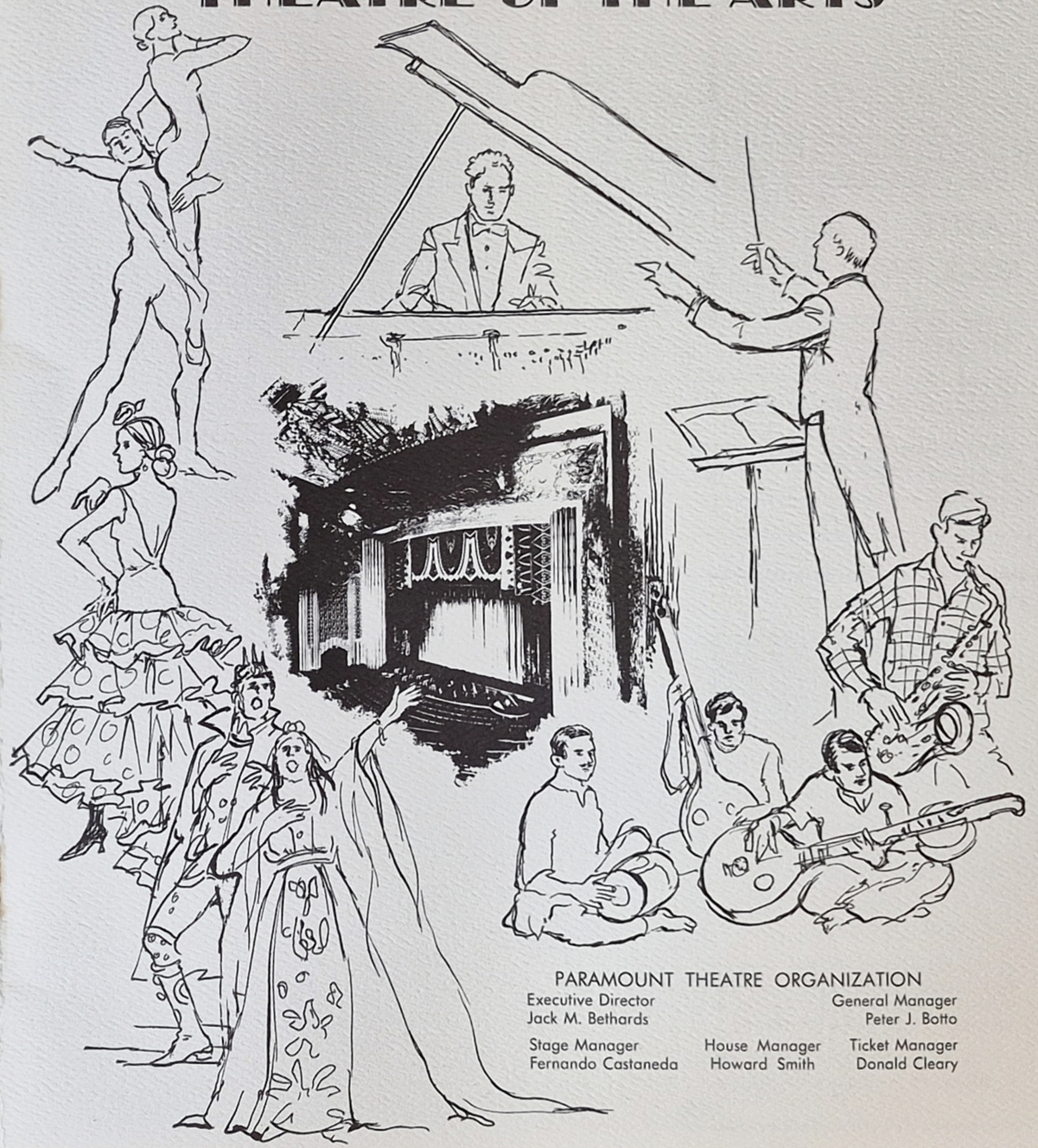
The Paramount wishes to acknowledge the splendid cooperation of the International Alliance of Theatrical Stage Employees and the American Federation of Musicians

Program subject to change without notice.
Sept. 7, 1973

THEATRE OF THE ARTS



PARAMOUNT THEATRE ORGANIZATION

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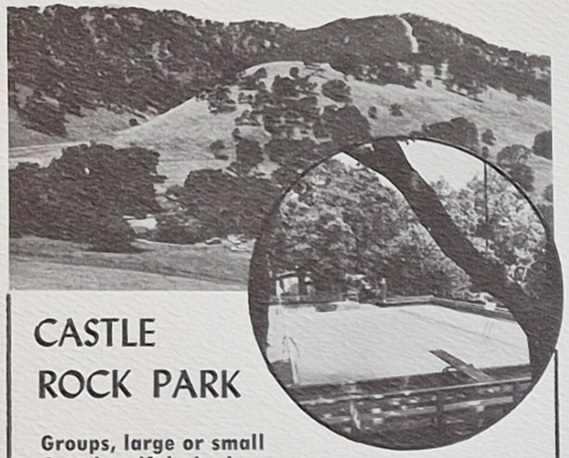
Jack M. Bethards

General Manager
Peter J. Botto

Stage Manager
Fernando Castaneda

House Manager
Howard Smith

Ticket Manager
Donald Cleary



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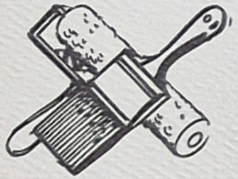

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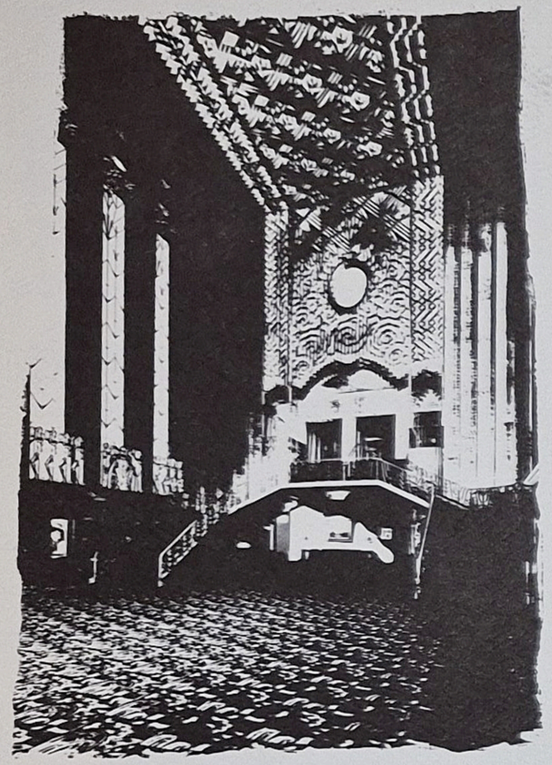

The Paramount's Grand Lobby has been dedicated to Stephen D. & Laura Bechtel and Edgar F. & Sue Kaiser as "Commemorative Hall," recording for history the names of those who have contributed to the transformation of the Paramount into this magnificent Theatre of the Arts.

paramount arts register

The names of those who have contributed $1,000 or more to the Paramount Theatre of the Arts are registered in the Grand Lobby, signifying their generous support of all the arts. These benefactors have been awarded titles symbolic of the Paramount's grand design in accordance with the magnitude of their giving.

PARAMOUNT PILLARS ($100,000 or more)
Signifies those providing fundamental support as represented by the Grand Lobby's mighty columns:

Stephen D. & Laura Bechtel
Edgar F. & Sue Kaiser
National General Theatres, Inc.
Shoong Foundation

PARAMOUNT LUMINARIES ($50,000-$99,000)
Signifies the Theatre's "guiding lights," as represented by the Grand Lobby's towering windows:

Donald J. & Ruth J. Will

PARAMOUNT ASCENDANTS ($25,000-$49,000)
Signifies those who elevate the arts as represented by the Grand Lobby's elegant staircases:

Benjamin H. Swig
Mr. & Mrs. Jesse E. Nichols

PARAMOUNT GUARDIANS ($10,000-$24,000)
Signifies the arts' "guardian angels," represented by golden statues watching over the Grand Lobby:

Robert Mueller
Mrs. Thomas M. Price
Mr. & Mrs. Howard G. Vesper
Ringling Bros. and Barnum & Bailey
Irving & Shirley Loube
Mr. & Mrs. Adolphus E. Graupner, Jr.
Mr. & Mrs. Theodore B. Lee

PARAMOUNT PATRONS ($1,000-$9,000)
Signifies the spirit of the arts, as represented by the prominent figures on the Theatre's mosaic facade:

The David and Lucile Packard Foundation
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Mr. & Mrs. B. Gardner Wilcox
The Alameda-Contra Costa Counties Community Foundation
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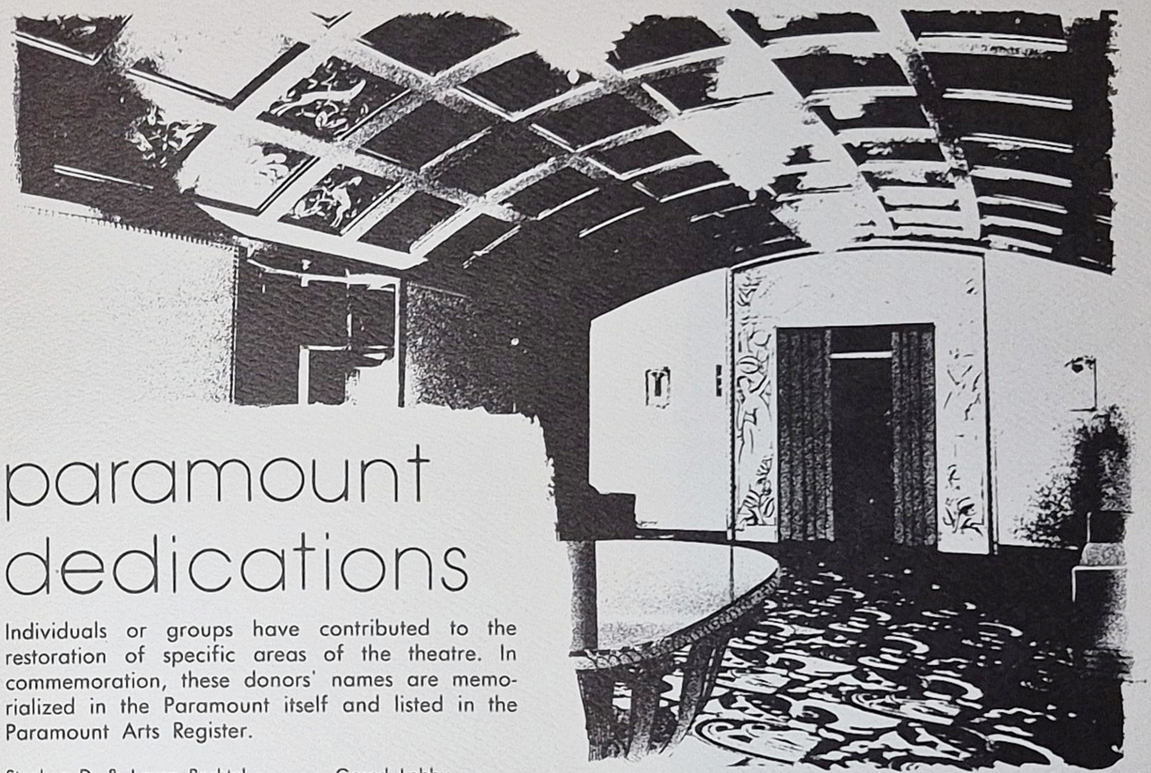

paramount dedications

Individuals or groups have contributed to the restoration of specific areas of the theatre. In commemoration, these donors' names are memorialized in the Paramount itself and listed in the Paramount Arts Register.

Stephen D. & Laura Bechtel and Edgar F. & Sue Kaiser	Grand Lobby
Milton Shoong, Sr., President, Shoong Foundation	Mezzanine Lounge
Donald J. & Ruth J. Will	Broadway Entrance & Marquee
Robert Mueller	Music Library
Mrs. Thomas M. Price	Star's Dressing Room
Mr. & Mrs. Adolphus E. Graupner, Jr.	Star's Dressing Room
Mr. & Mrs. Howard G. Vesper	Performers' Lounge
Irving & Shirley Loube	Standing Room Area, Auditorium
Mrs. Matt Wahrhaftig	Performers' Dressing Room
Mr. & Mrs. Robert T. Nahas	Performers' Dressing Room

The Paramount's Mezzanine Lounge has been dedicated to Milton Shoong, Sr., President of the Shoong Foundation, as "The Shoong Hall of Fame," commemorating for history the names of individuals of all nationalities and backgrounds who have realized their greatest potential.

COMMEMORATIVE PARTICIPANTS

Those donors who have contributed $250 will have personalized, engraved nameplates affixed to the auditorium seats of their choice in the select Grand Tier or Orchestra section. In addition, the names of $100 contributors will be affixed to seats elsewhere in the majestic auditorium.

steering committee

Special thanks are due the members of the Steering Committee — the prime movers behind the entire Paramount Theatre project — whose guidance and unselfish dedication to the task to be done has made the Paramount Theatre of the Arts a reality.

Harry R. Lange, Co-chairman
Nils Eklund, Co-chairman
Philip D. Bush
Michael Miller
Jack M. Bethards
Harold Farberman
Dee Knowland
Joe W. Knowland

campaign committee

This committee dedicated itself to raising $1 Million for the Paramount's purchase, $1 Million for its renovation and historical restoration, and another $2 Million for its endowment and continuing operations.

Joe & Dee Knowland, General Chairmen
Irving & Shirley Loube, Individuals
Peter & Irene Hannaford, Business and Industry
Ed & Liz Becker, Professionals
Sherm & Camille Welpton, Organizations
Estelle Knowland McKeen, Special Events
Harold Perry, Docents/Speakers
Others assisting included:
Phil Bigelow
Don Watson, Jr.
Bob Schroder
Diane S. Large

theatre advisory board

The Advisory Board is composed of 94 Bay Area citizens who have voiced their belief in the historic restoration and physical renovation of the Paramount as a cultural investment, which, together with an endowment to ensure its continued operation, will add a new artistic dimension and quality to the Bay Area's environment.

Mr. & Mrs. S. D. Bechtel
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PARAMOUNT
Theatre of the Arts

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